

AGENDA SUMMARY PAGE
CITY COUNCIL MEETING OF: AUGUST 19, 2009

DEPARTMENT: FINANCE AND BUSINESS SERVICES

DIRECTOR: MARK R. VINCENT

☒ **Consent** ☐ **Discussion**

SUBJECT:

Approval of award of Contract No. 090128-PL, Marketing/Branding Services for the Las Vegas Museum of Organized Crime and Law Enforcement located at 300 Stewart Avenue - Department of Administrative Services - Award recommended to: WALL TO WALL STUDIOS (\$249,960 - Parks and Leisure Activities Capital Projects Fund) - Ward 5 (Barlow)

Fiscal Impact

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No Impact

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Augmentation Required

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Budget Funds Available

Amount: \$249,960

Funding Source: Parks and Leisure Activities CPF

Dept./Division: Administrative Services

PURPOSE/BACKGROUND:

This contract provides for development of a full website, marketing plan and brand toolbox for the Las Vegas Museum of Organized Crime and Law Enforcement, and for day to day public relations efforts on behalf of the museum. This item is exempt from the competitive bidding process pursuant to NRS 332.115.1(b), Professional Services.

PCC: P. Hoffman

POC: Nathan Smith - (412) 656-4000

RECOMMENDATION:

That City Council approve award of Contract No. 090128-PL, Marketing/Branding Services for the Las Vegas Museum of Organized Crime and Law Enforcement to Wall to Wall Studios in the amount of \$249,960. Authority to execute the Contract is given to the Purchasing Manager per R-48-2006.

BACKUP DOCUMENTATION:

Certificate - Disclosure of Ownership/Principals

Motion made by RICKI Y. BARLOW to Approve

Passed For: 6; Against: 1; Abstain: 0; Did Not Vote: 0; Excused: 0

RICKI Y. BARLOW, LOIS TARKANIAN, STEVE WOLFSON, OSCAR B. GOODMAN, GARY REESE, STEVEN D. ROSS; (Against-STAVROS S. ANTHONY); (Abstain-None); (Did Not Vote-None); (Excused-None)

Minutes:

This item was pulled from the Consent Agenda at COUNCILMAN ANTHONY'S request.

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CHIEF REDEVELOPMENT OFFICER SCOTT ADAMS informed COUNCILMAN ANTHONY that this contract's funding source is the 2009 Capital Projects Fund. Unused funds from prior projects are placed in this fund and its use is limited to recreational projects within the City. The expenditure was previously approved by the City as part of an overall allocation to open the Mob Museum.

COUNCILMAN ANTHONY stated he could not support this item in light of the City's current budget deficit. He did not see the need for a marketing plan for a museum that would not be open for several years and suggested these funds could be used elsewhere. CHIEF REDEVELOPMENT OFFICER ADAMS explained that the Museum's marketing plan is an important investment in its success. This contract will develop the Museum's brand identity and help position the project properly for its opening.

MAYOR GOODMAN stressed the importance of ensuring the success of the Museum, noting that the City has been working on this project for years and it will help attract visitors to the Downtown area. DAVID RIGGLEMAN, Director of the Office of Communications, informed the Council that the Museum's door-breaking had been covered by every major media in the United States outlets through the country and the world and the reports did accurately reflect the history of Las Vegas and the ultimate victory of law enforcement over the Mob.

COUNCILMAN WOLFSON stated that government should not come to a standstill during hard economic times and should continue to plan and work for the future. He noted the City's efforts to reduce its operating costs through the Fundamental Service Review and the agreements from the City's labor units to forego salary increases. He stated that this project would be a success and attract people to the downtown area. He expressed his support, stating this project would help the City reinvigorate the downtown area and would keep the City moving forward.

COUNCILMAN ANTHONY suggested that utilizing the Office of Communications for the Mob Museum's marketing plan would be more cost-effective and equally successful. In response, CHIEF REDEVELOPMENT OFFICER ADAMS explained that the marketing plan followed the business plan laid out by the team that developed the Spy Museum in Washington, D.C., and he stressed the importance of following that business plan. He noted the success of the Spy Museum and expressed his confidence that the Mob Museum would match or exceed that success. MR. RIGGLEMAN explained that the Mob Museum is not controlled solely by the City and the general practice in this situation has been to use an outside agency.

COUNCILWOMAN TARKANIAN noted that these funds will be used for the marketing for the opening of the museum, which is planned for December 2010. She expressed her support and requested clarification of how the funds would be used. CHIEF REDEVELOPMENT OFFICER ADAMS explained that additional funding requests would be made for the outfitting of the museum and the purchase of marketing materials, such as brochures and advertising. He clarified that these funds would purchase the development of a full website, marketing plan and brand toolbox. He agreed to provide a copy of the contract to COUNCILWOMAN TARKANIAN and stressed that the contract had been closely examined to ensure it would be cost-effective.

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COUNCILMAN ROSS stated that the museum is a business and cultural opportunity for the downtown area and the City should take the necessary steps to ensure its success.

COUNCILMAN ANTHONY suggested approaching the Las Vegas Convention and Visitors Authority (LVCVA) for assistance in funding the Mob Museum's marketing. MAYOR GOODMAN explained that the Museum is controlled by the 300 Stewart Avenue Corp., a 501(c)3 nonprofit organization. He noted that it has taken several years of work to reach this point, including private fundraising efforts and grant applications to the federal government. He acknowledged that the LVCVA would be needed to support the tourism aspect of the Museum and stressed the importance of the Museum's branding as part of that effort.

COUNCILMAN REESE thanked the Council for their comments and noted the years invested in this project. He pointed out that each Councilmember has sacrificed some capital improvement projects to support the Museum's funding needs. He expressed his support of this and any other funding requests needed for the Museum's success and the City's ability to receive related long-term benefits.

COUNCILMAN BARLOW thanked the Council for their comments and noted that business and property owners in the downtown community are eager to see this project open. He stated that the Museum will increase foot traffic, create jobs and help the economy and suggested that stopping this project at this point will be detrimental to the area. He described his visits to the Spy Museum and noted how it has revitalized its surrounding area.

CHIEF REDEVELOPMENT OFFICER ADAMS confirmed for COUNCILMAN WOLFSON that Wall to Wall Studios' experience in marketing museums was a deciding factor in its selection for this contract. MR. RIGGLEMAN stated that his staff does not have any expertise in marketing museums and noted that his department would also need a marketing budget if they were assigned this responsibility.

COUNCILMAN ANTHONY expressed concern that this contract had gone to an out-of-state company and suggested these funds could have supported a local company and the local economy. CITY MANAGER ELIZABETH FRETWELL stated she had participated in the selection committee for this contract and noted that local and national firms had participated in the competitive bidding process. She suggested that a local company would participate in the implementation of the marketing plan in this region at a later date. She could not give specifics on the range of bids received for this contract and explained that this company had been selected many years ago for its ability to attract people to blighted areas in other cities.

MAYOR GOODMAN observed that the Council has taken the position that not moving forward with efforts to improve the community would be a disservice to its citizens and stressed the importance of moving forward with this and other projects to ensure the continued vitality of the community.